



DATE: January 5, 2007
TO: Andrew T. Souza
FROM: Rhonda Jorn, Public Affairs Officer
FOR: Mayor and Members of the City Council
SUBJECT: CITYWIDE WEEKLY HIGHLIGHTS REPORT

The *Citywide Weekly Report* highlights various activities throughout the City for the week. Consistent with our mission to ensure equal access to opportunity, education, and quality of life for every man, woman and child regardless of their race, religion, age or socio-economic status, this report will work to organize our weekly achievements so that we can measure and maximize our management and performance toward reaching our goals. It is our intent that this report will help to improve communications about the programs and services provided to both the City Council and the community.

Please feel free to contact the Public Affairs Department with any questions.

MAJOR WEEKLY HIGHLIGHTS

Mayor's Job Fair

- As of 01/02/07, 700 job seekers have been hired from the October Mayor's Job Fair. There are still 24 employers who have not responded to our request for info.

UPCOMING EVENTS and PROJECTS

Public Utilities

Slow for the Cone Zone

Sewer Division has developed radio and TV ads featuring Mayor Alan Autry which advises motorists to use caution when driving in areas coned off for construction. The ads are currently being distributed to the media.

KEY RESULT AREA: PUBLIC SAFETY

Fire

- Congratulations to the newest firefighter trainees who were hired on January 2.
- From December 29 through January 4 at 1430 hours, fire crews responded to 561 incidents.

KEY RESULT AREA: ECONOMIC DEVELOPMENT

Economic Development

Economic Development Department Web Traffic

The newly designed Economic Development web site, www.fresnoez.com, was visited by over 1600 people during December 2006. When comparing December web traffic reports for the entire City of Fresno web site, the Economic Development Department ranked 6th highest in visits. The staff is continuing to update and add new information to the site. Plans are underway to add site selection information and a photo library.

KEY RESULT AREA: EDUCATION

Public Utilities

Annual Hmong New Year Celebration

Community Sanitation, Water Conservation, and Solid Waste Recycling Program staff discussed City services with visitors at the annual Hmong New Year celebration held at the Fresno Fairgrounds.

KEY RESULT AREA: CUSTOMER SERVICE

FAX/Transportation

Bus Operators Promoted to Full-Time Status

- Beginning on Tuesday, January 2, 2007, nine Permanent Part-Time bus operators were promoted to full-time status as a result of Route 38 moving to 15-minute frequencies. Congratulations to the newest full-time members of the FAX Team. Their contribution to FAX further enhances FAX's ability to provide a comprehensive transportation system that improves the quality of life in our community.

FAX Delivers the Spirit of Christmas!

- FAX takes great pride in assisting those less fortunate in our community. FAX employees raised money to provide \$100 gift cards to five families in need this holiday season. Bus operators and other staff members submitted names of

families for consideration to receive the gift cards which were personally delivered before Christmas.

Planning and Development

Code Enforcement Division

- The Police Department has hired two individuals to help combat graffiti problems throughout the city. They are working directly with the graffiti abatement team. Code Enforcement has been assisting the Police Department with the training of these individuals.

Airports

November 2006 Passenger Traffic

- A total of 105,200 passengers traveled through Fresno Yosemite International Airport in November 2006. The Air Transportation Association reports the monthly national average of passenger traffic rose 1.5% over last November, as traffic at FYI increased by 4.55% over November 2005. FYI year-to-date passenger activity increased by 7.49%, while the national average decreased by 1.6%.

Parks and Recreation

Warming Centers

- PRCS has reviewed the 'Warming Center' project protocol and has established Frank H. Ball Neighborhood Center as the primary facility to house the City's homeless population when temperature predictions fall below 36 degrees. The secondary site (Ted C. Wills) will no longer be opened unless FHB reaches a capacity of 100 – the current average is 37.

Parks Program

- PRCS Neighborhood Parks program is implementing a standardized program that will be implemented at neighborhood parks city-wide and will include fitness, nutrition, visual arts, performing arts, character development and special events.

Monthly Dance

- 275 Young Adults & Adults (with developmental & physical disabilities) participated in the monthly PRCS Therapeutic Recreation Dance held at the end of December.